

## CLAIMS

1           1.       A merchandising display assembly, comprising:  
2           an elongated display member having at least a first face and a second  
3           face;  
4           a plurality of merchandising support hangers extending from at least  
5           one of said first and second faces; and  
6           a bracket secured to an end of said display member and such that said  
7           display member is pivotally adjustable relative to said bracket, said bracket  
8           mounting to a location of an existing support and in order to support the  
9           display member in an elevated and elongate extending fashion.

1           2.       The merchandising display assembly as described in claim 1,  
2           further comprising a substantially “U” shaped bracket, at least one adjustable  
3           screw communicating with a surface of said bracket and contacting the existing  
4           support.

1           3.       The merchandising display assembly as described in claim 2,  
2           further comprising a pair of adjustable thumb screws associated with said  
3           bracket.

1           4.       The merchandising display assembly as described in claim 1,  
2           further comprising an arcuate shaped track defined in an extending surface of

3       said bracket and defining a range of pivotal adjustment associated with said  
4       display member.

1               5.       The merchandising display assembly as described in claim 4,  
2       said elongated and merchandise supporting display assembly further  
3       comprising a strip display, an elongate insert pivotally associated with said  
4       arcuate shaped track and axially seating with said strip display.

1               6.       The merchandising display assembly as described in claim 5,  
2       further comprising first and second spaced apart plates exhibiting aligning  
3       tracks, an adjustable wing screw extending through said aligning tracks and an  
4       associated end of said elongate insert.

1               7.       The merchandising display assembly as described in claim 4,  
2       said elongated display member exhibiting a specified shape and size and being  
3       adjustable over at least a 180° range of pivotal adjustment.

1               8.       The merchandising display assembly as described in claim 7,  
2       further comprising said elongated display pivoting along an axially extending  
3       plane relative said bracket.

1           9.     The merchandising display assembly as described in claim 7,  
2     further comprising said elongated display pivoting along a crosswise extending  
3     plane relative said bracket.

1           10.    The merchandising display assembly as described in claim 1,  
2     said elongated display member exhibiting a specified shape and size, an  
3     advertising indicia securing to a specified location of said display member.

1           11.    A merchandising display assembly, comprising:  
2             an elongated display member having at least first and second planar  
3     extending and merchandise supporting surfaces; and  
4             a substantially “U” shaped bracket secured to an extending end of said  
5     display member and such that said display member is pivotally adjustable  
6     relative to said bracket, said bracket mounting to a location of an existing  
7     support and in order to support the display member in an elevated and elongate  
8     extending fashion.

1           12.    A merchandising display assembly, comprising:  
2             an elongated and reinforced strip display exhibiting first and second  
3     oppositely facing surfaces;  
4             a plurality of merchandise support hangers extending from said first and  
5     second faces; and

6           a substantially “U” shaped bracket mounting to a location of an existing  
7           support, an elongated insert pivotally secured to said bracket and seatingly  
8           engaged with an axially extending interior defined within said strip display;  
9           said strip display being supported in an elevated and elongate extending  
10          fashion relative the existing support.

1           13.     The merchandising display assembly as described in claim 12,  
2           further comprising a pair of adjustable thumb screws associated with said  
3           bracket.

1           14.     The merchandising display assembly as described in claim 12,  
2           further comprising first and second spaced apart plates extending from a  
3           surface of said bracket, said plates exhibiting aligning tracks, an adjustable  
4           wing screw extending through said aligning tracks and an associated end of  
5           said elongate insert.

1           15.     The merchandising display assembly as described in claim 4,  
2           said elongated display member exhibiting a specified shape and size and being  
3           adjustable over at least a 180° range of pivotal adjustment.